AMENDMENTS TO THE CLAIMS

1.   (Currently Amended)   A sales promotion controlling system based on direct mail issued using online communicating means corresponding to an Internet technology, comprising:

a browsing determining device for ~~obtaining a determined result as to~~ determining whether or not issued direct mail was browsed through a direct mail open acknowledge request option; and

a sales promotion controlling device for automatically controlling sales promotion activities for commodities advertised in the direct mail based on the determined result.

2.   (Original) The system as set forth in claim 1,

wherein said sales promotion controlling device is a server device for use with a point-of-sales (POS) information managing system or an online shopping system and controls an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on the POS information managing system or the online shopping system based on the determined result of said browsing determining device.

3.   (Original) The system as set forth in claim 1,

wherein said sales promotion controlling device is a sever device for use with a point-of-sales (POS) information managing system or an online shopping system and analyzes an effect of the issuance of the direct mail based on the determined result of said browsing determining device and a transaction history of commodities on the POS information managing system or the online shopping system.

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4.　　(Original)　The system as set forth in claim 1,

wherein said sales promotion controlling device controls the issuance state of the direct mail based on the determined result of said browsing determining device.

5.　　(Original)　The system as set forth in claim 1,

wherein the direct mail is issued as electronic mail with a direct mail open acknowledge message request option, and

wherein said browsing determining device determines whether or not the issued direct mail was browsed based on the direct mail open acknowledge message returned from a recipient of the electronic mail.

6.　　(Original)　The system as set forth in claim 1,

wherein the direct mail is issued using a sale promotion homepage, and

wherein said browsing determining device determines whether or not the issued direct mail was browsed based on a returned result of a form provided on the sales promotion homepage returned by a customer who browsed the sales promotion homepage.

7.　　(Canceled)

8.　　(Canceled)

9.   (Currently Amended)   A processing apparatus for processing a service corresponding to direct mail issued using online communicating means based on an Internet technology, comprising:

a first storing unit storing information about a customer to whom direct mail describing sales promotion information was transmitted;

a second storing unit storing information representing whether or not the customer to whom direct mail was transmitted browsed the direct mail;

an identifying unit identifying the customer who uses the service;

a determining unit determining whether or not the direct mail was transmitted to the customer with reference to said first storing unit and ~~obtaining a determined result as to~~ determining whether or not the customer browsed the direct mail through a direct mail open acknowledge request option, with reference to said second storing unit when the customer is identified by said identifying unit; and

a processing unit automatically providing different services depending on whether the direct mail was not transmitted to the customer, the customer did not browse the direct mail, or the customer browsed the direct mail corresponding to the determined result.

10.   (Currently Amended)   A processing apparatus for processing a service corresponding to direct mail issued using online communicating means based on an Internet technology, comprising:

a first storing unit storing information about direct mail transmitted to a customer;

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a second storing unit storing information representing sales promotion in correspondence with commodity information; and

a settling unit settling a transaction performed with the customer,

wherein said settling unit references said first storing unit, determines the transmission state of the direct mail to the customer, references said second storing unit, obtains a determined result as to whether or not the customer purchased commodities with respect to the sales promotion <u>through a direct mail open acknowledge request option</u>, and automatically provides a service to the customer based on the determined result.

11.   (Currently Amended)   A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

~~obtaining a determined result as to~~ <u>determining</u> whether or not issued direct mail was browsed <u>through a direct mail open acknowledge request option</u>; and

automatically controlling sales promotion activities for commodities advertised in the direct mail based on the determined result.

12.   (Currently Amended)   A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

~~obtaining a determined result as to~~ <u>determining</u> whether or not issued direct mail was browsed <u>through a direct mail open acknowledge request option</u>; and

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automatically controlling an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on a POS information managing system or an online shopping system based on the determined result.

13.   (Currently Amended)   A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

~~obtaining a determined result as to~~ determining whether or not issued direct mail was browsed through a direct mail open acknowledge request option; and

automatically analyzing an effect of the issuance of the direct mail based on the determined result and a transaction history of commodities on a POS information managing system or an online shopping system.

14.   (Currently Amended)   A sales promotion controlling method based on direct mail issued using online communicating means based on an Internet technology, comprising:

~~obtaining a determined result as to~~ determining whether or not issued direct mail was browsed through a direct mail open acknowledge request option; and

automatically controlling an issuance state of the direct mail based on the determined result.

15.   (Previously Presented)   The method as set forth in claim 11, further comprising:

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issuing the direct mail as an electronic mail with a direct mail open acknowledge message request option; and

determining whether or not the issued direct mail was browsed based on the direct mail open acknowledge message automatically returned from the recipient of the electronic mail when the recipient browsed the electronic mail.

16.   (Canceled)

17.   (Currently Amended) A record medium from which a computer reads a program, the program causing the computer to perform:

~~obtaining a determined result as to~~ determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed through a direct mail open acknowledge request option; and

automatically controlling sales promotion activities for commodities advertised by the direct mail based on the determined result.

18.   (Currently Amended) A record medium from which a computer reads a program, the program causing the computer to perform:

~~obtaining a determined result as to~~ determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed through a direct mail open acknowledge request option; and

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automatically controlling an assignment state of a benefit to a commodity purchasing activity by a recipient of the direct mail on a POS information managing system or an online shopping system based on the determined result.

19. (Currently Amended) A record medium from which a computer reads a program, the program causing the computer to perform:

~~obtaining a determined result as to~~ determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed through a direct mail open acknowledge request option; and

automatically analyzing an effect of the issuance of the direct mail based on the determined result and a transaction history of commodities on a POS information managing system or an online shopping system.

20. (Currently Amended) A record medium from which a computer reads a program, the program causing the computer to perform:

~~obtaining a determined result as to~~ determining whether or not direct mail issued using online communicating means based on an Internet technology was browsed through a direct mail open acknowledge request option; and

automatically controlling an issuance state of the direct mail based on the determined result.